

Market Day! Create Your Own Business

Hello Entrepreneur! Today you are going to begin the process of starting your own business. Take a few moments to begin brainstorming what you want to produce? How to produce it? For Whom to produce it? How will you advertise? What will your slogan be?

You will be able to sell up to three ORIGINAL (homemade/ handmade) items or provide a service for your business on Market Day and see how it does.

Your items **MUST** be individually packaged. No open food or drinks will be allowed. Everything must be in bag or have a lid.

Your final poster or flyer will be neat and will follow all directions specified on the rubric. The following assignments will be collected for a grade:

- Business start-up information: Questions answered about your business
- Business Flyer - Prices must be clearly displayed
- Display (poster or trifold) to put your advertising/open or closed sign on

Group (of 3-4) List Names Below

Business Idea

Teacher Signature:

Business Flyer Rubric

	25	20	15	10
Information	Business flyer contains all 4 of the following items: Name of business, slogan, product/service, price	Business flyer contains at least 3 items	Business flyer contains at least 2 items	Business flyer contains 1 or fewer items
Graphics	Pictures and other graphics go well with the text and greatly add to the overall effectiveness of the business flyer.	Pictures and other graphics go well with the text and there is a good mix of text and graphics.	Pictures and other graphics relate to the text, but there are too few or so many that they distract from the text.	Pictures and other graphics do not relate to the text and appear to be chosen at random.
Appearance	Business flyer is exceptionally attractive in terms of design, layout, and neatness.	Business flyer is attractive in terms of design, layout and neatness.	Business flyer is acceptably attractive, yet it may be a bit messy.	Business flyer is distractingly messy or poorly designed.
Grammar & Spelling	Text contains no errors in grammar and/or spelling.	Text contains few errors that do not interfere with comprehension.	Text contains several errors that limit comprehension.	Text contains too many errors that greatly impact comprehension.

TOTAL = _____ / 100

Name: _____

Business Start-Up Information: **Answer in Complete Sentences**

1. What capital goods are needed to produce your product?

2. What are the three basic economic questions you need to answer and how are you answering these question?

1.

2.

3.

3. Write the definition of human capital in your own words.

4. How will you determine during Market Day whether to raise or lower your price? (use the words supply/demand/and or scarcity)?

5. What economic problems could come up that would affect the price of your product?

